

Message Text

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PAGE 01 MOSCOW 10415 201038Z

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W

-----126955 201620Z /47

R 200850Z JUL 77

FM AMEMBASSY MOSCOW

TO USDOC WASHDC

INFO SECSTATE WASHDC 0028

UNCLAS MOSCOW 10415

FOR BEWT/TPD (ROBB)

E.O. 11652: NA

TAGS: BEXP, UR

SUBJECT: PRINTING AND GRAPHIC ARTS S/ME

REF: MOSCOW 9773

1. FOLLOWING MEETING WITH A.N. SHIKANOV, DEPUTY CHIEF TECHNICAL
DEPARTMENT AT STATE COMMITTEE FOR PUBLISHING, PRINTING AND
BOOKSELLING (GOSKOMIZDAT) TO DISCUSS SUBJECT SEMINAR, USCO HAS
RECEIVED LIST OF SUGGESTED THEMES FROM GOSKOMIZDAT. OUR BEST
EFFORTS AT TRANSLATION FOLLOW:

A. PHOTOCOMPOSITION SYSTEMS EMPLOYING COMPUTERS.. THERE IS
SPECIAL INTEREST IN READERS, COMPUTERS AND TECHNOLOGY AND EQUIPMENT
FOR NEWSPAPERS OF SMALL CIRCULATION.

B. SHALLOW RELIEF PLATES - INCLUDING PHOTOPOLYMERIC PLATES.

C. PHOTOREPRODUCTION EQUIPMENT, ELECTRONIC COLOR DIVIDERS
AND COLOR CORRECTORS.

D. WEB AND SHEET FED OFFSET PRINTING MACHINES FOR
HIGH QUALITY REPRODUCTION.

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E. TECHNOLOGY AND EQUIPMENT FOR THE PRODUCTION OF LABELS
AND OFFICE FORMS - I.E., PRINTERS, PRESSES, AND PHOTOCOMPOSITION,
CUTTING AND PACKAGING EQUIPMENT.

F. AUTOMATED BINDING SYSTEMS, STITCHERS, SYSTEMS USED FOR
BINDING OF LONG-LIFE PUBLICATIONS (RECENT ISSUE OF WORLD BOOK
ENCYCLOPEDIA WAS CITED BY GOSKOMIZDAT AS AN EXAMPLE HERE.)

G. UP TO DATE WATER AND AIR POLLUTION EQUIPMENT AND CONTROL SYSTEMS FOR POLYGRAPHIC INDUSTRY. (IN THIS AREA INTEREST WAS EXPRESSED IN INVITING FIRM WHICH HAS SYSTEMS APPROACH TO POLLUTION QUESTINS. TREATMENT OF WASTE WATERS FROM POLYGRAPHIC PLANTS CITED AS PARTICULAR PROBLEM.)

2. IDEALLY GOSKOMIZDAT WOULD LIKE TO HAVE U.S. PARTICIPANT AND SEMINAR PRESENTATION IN EACH OF THE ABOVE AREAS. WHILE WE REALIZE FULL ACHIEVEMENT OF THIS GOAL MAY NOT BE FEASIBLE, SUGGEST THAT S/ME BE DEVELOPED HORIZONTALLY ALONG THESE LINES TO GREATEST POSSIBLE EXTENT. ADDITIONALLY, SOVIETS HAVE EXPRESSED INTEREST IN LEARNING ABOUT U.S. STANDARDS FOR LABEL PRODUCTION WHICH THEY UNDERSTAND TO BE QUITE STRINGENT. OF POSSIBLE THEMES ORIGINALLY SUGGESTED BY USDOC, GOSKOMIZDAT NOTES THAT GRAVURE CYLINDERS WOULD BE OF MARGINAL INTEREST.

3. USCO WOULD APPRECIATE RECEIVING LITERATURE FOR U.S. PRODUCERS OF P & GA EQUIPMENT ASAP EVEN IF FIRM UNDECIDED WHETHER OR NOT TO PARTICIPATE IN EVENT. THIS MATERIAL WILL BE FORWARDED TO GOSKOMIZDAT UPON RECEIPT FOR REVIEW AND POSSIBLE COMMENT. WHILE GOSKOMIZDAT UNWILLING TO PROVIDE DIRECT RESPONSE TO OUR QUERY CONCERNING POSSIBILITIES FOR IMMEDIATE SALES, THEY DID INDICATE THAT POSSIBILITY OF SUCH SALES WOULD BE INCREASED BY EARLY RECEIPT OF PRODUCT INFORMATION AND TECHNICAL LITERATURE, AND PRO FORMA INVOICES, TOO, IF FIRMS ARE SO DISPOSED. (WE HAVE UNCLASSIFIED

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LEARNED RECENTLY THAT IT IS COMMON PRACTICE OF MANY WEST EUROPEAN FIRMS TO INCLUDE PROFORMA INVOICES IN THEIR PRODUCT LITERATURE BEFORE MAJOR TRADE FAIRS, SEMINARS, SYMPOSIA, ETC., SO THAT IF INTEREST AMONG SOVIET END-USERS IS HIGH ENOUGH IN FIRMS PRODUCTS PRELIMINARY STEPS CAN BE TAKEN TO SECURE HARD CURRENCY FUNDS FOR THEIR POSSIBLE PURCHASE AT EVENT ITSELF.) TOON

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Message Attributes

Automatic Decaptoning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
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Executive Order: N/A
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Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 77 MOSCOW 9773
Retention: 0
Review Action: RELEASED, APPROVED
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Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1804886
Secure: OPEN
Status: NATIVE
Subject: PRINTING AND GRAPHIC ARTS S/ME
TAGS: BEXP, UR
To: COM
Type: TE
vdkvgwkey: odbc://SAS/SAS.dbo.SAS_Docs/6a200467-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009